"Every morning I get up and look through the Forbes list of the richest people in America. If I'm not there, I go to work."

ROBERT ORBEN

BASEBALL

Continues As Country's No. 1 Spectator Sport

Attendance: 80,727,336

	1986		*Difference 1986 & 1985*
BASEBALL			
Major Leagues, 26 Teams	47,500,347	PLUS	661,528
Minor Leagues, 17 Circuits	18,456,808	PLUS	76,808
World Series and Play-Offs	1,433,509	minus	14,280
Colleges	13,336,672	PLUS	1,667,756
Totals	80,727,336	PLUS	2,391,812
RACING			
Thoroughbreds	47,913,693	minus	2,586,061
†Harness	21,397,142	minus	1,528,257
Totals	69,310,835	minus	4,114,318
FOOTBALL			
Collegiate, 666 Schools	36,387,905	PLUS	75,883
National Football League, 28 Teams	13,588,551	PLUS	243,504
Post-Season Games, Colleges & Pros	2,177,026	PLUS	64,028
Totals	52,153,482	PLUS	383,415
BASKETBALL ('85-'86 Season)			
1265 Senior Colleges, Incl. Tourneys	31,644,786	minus	411,887
N.B.A., 23 Teams, Including Play-Offs	12,193,485	PLUS	702,541
Totals	43,838,271	PLUS	290,654
HOCKEY ('85-'86 Season)			
National Hockey League, 21 Teams	12,773,503	PLUS	32,273
†Minors & Colleges	10,761,670	PLUS	623,404
Totals	23,535,173	PLUS	655,677
GREYHOUND RACING	25,751,224	PLUS	1,784,485
†BOXING	4,359,754	PLUS	32,454
†WRESTLING	20,082,029	PLUS	3,706,779
†AUTOMOBILE RACING	70,472,596	PLUS	9,170,046
†SOCCER	6,039,469	minus	3,211
†TENNIS (Open)	5,984,819	PLUS	643,211

†Estimated, exact figures not available.

These are official attendance figures obtained from National and American Leagues, State Racing Commissions, U.S. Trotting Ass'n., National Ass'n. of Professional Baseball Leagues (Minor Leagues), Collegiate Baseball Magazine, National Football League, N.C.A.A. College Football Survey, National Hockey League, American Hockey League, International Hockey League, Intercollegiate Hockey Newsletter, National Basketball Ass'n, N.C.A.A. College Basketball Survey, American Greyhound Track Operators Association, Bert Randolph Sugar (boxing, wrestling), Major Indoor Soccer League, American Indoor Soccer Association, Racing Division of the Goodyear Tire and Rubber Co., Association of Tennis Professionals and U.S. Tennis Association.

47 YEARS—THOROUGHBRED RACING'S NATIONAL GROWTH IN ATTENDANCE—

1940	8,500,000
1941	10,000,000
1942	10,693,837
1943	14,000,000
1944	17,914,908
1945	19,422,395
1946	24,859,505
1947	25,704,853
1948	25,257,337
1949	23,811,890
1950	24,121,223
1951	27,017,000
1952	29,177,027
1953	31,238,263
1954	31,355,798
1955	31,230,724
1956	32,104,373
1957	32,999,842
1958	32,837,691
1959	33,754,790
1960	34,795,007
1961	35,857,001
1962	37,257,070
1963	38,636,295
1964	40,827,872
1965	40,737,009
1966	40,913,694
1967	40,595,855
1968	41,517,104
1969	42,893,379
1970	44,854,675
1971	46,750,643
1972	45,590,028
1973	47,234,843
1974	48,823,814
1975	51,249,076
1976	51,242,451
1977	50,571,908
1978	50,587,804
1979	49,579,377
1980	50,084,231
1981	51,425,024
1982	51,851,587
1983	50,169,430
1984	50,284,324
1985	50,499,754
1986	47,913,693

THOROUGHBRED RACING'S NATIONAL ATTENDANCE BY STATES 1986

	Racing Days	Attendance
California	623	8,843,893
New York	472	4,824,045
Louisiana	571	3,337,054
New Jersey	318	3,043,494
Florida	390	2,971,902
Maryland	297	2,427,282
Illinois	421	2,418,772
Kentucky	305	2,313,289
Pennsylvania	512	2,150,062
Ohio	425	1,835,031
Washington	361	1,620,318
Nebraska	225	1,467,498
Massachusetts	271	1,374,651
Arkansas	60	1,344,585
New Mexico	416	1,328,971
West Virginia	475	1,257,395
Minnesota	95	1,150,497
Arizona	187	806,300
New Hampshire	183	779,082
Michigan	188	750,744
Oregon	145	463,111
Delaware	100	400,369
Oklahoma	142	373,281
Montana	65	n.a.
Idaho	56	158,401
Wyoming	53	122,676
Miscellaneous, Hunt Meets, Etc.	37	350,990
Totals	7,393	47,913,693

n.a.—not available

Baseball and Racing Attendance In Eight Major Cities

NEW YORK CITY

	1986		Difference 1986 & 1985
RACING:			
Thoroughbreds	4,380,401		
Trotting	1,875,337		
Totals	6,255,738	minus	493,727
BASEBALL:			
New York Mets	2,762,417		
New York Yankees	2,268,116		
Totals	5,030,533	PLUS	64,509

BALTIMORE

RACING:			
Thoroughbreds	2,427,282		
Trotting	994,154		
Totals	3,421,436	minus	122,785
BASEBALL:			
Baltimore Orioles	1,973,178	minus	159,062

PHILADELPHIA

RACING:			
Thoroughbreds	2,190,928		
Trotting	841,583		
Totals	3,032,511	minus	751,580
BASEBALL:			
Philadelphia Phillies	1,933,335	PLUS	102,985

BOSTON

BASEBALL:			
Boston Red Sox	2,147,622	PLUS	360,811
RACING:			
Thoroughbreds	1,374,651		
Trotting	514,048		
Totals	1,888,699	minus	8,009

LOS ANGELES

	1986		Difference 1986 & 1985
RACING:			
Thoroughbreds	6,733,854		
Trotting	259,036		
Totals	6,992,890	minus	988,118
BASEBALL:			
Los Angeles Dodgers	3,023,208		
California Angels	2,655,892		
Totals	5,679,100	minus	152,920

CHICAGO

BASEBALL:			
Chicago Cubs	1,859,102		
Chicago White Sox	1,424,313		
Totals	3,283,415	minus	548,194
RACING:			
Thoroughbreds	1,644,690		
Trotting	1,371,562		
Totals	3,016,252	minus	1,111,467

SAN FRANCISCO

BASEBALL:			
San Francisco Giants	1,528,748		
Oakland Athletics	1,314,646		
Totals	2,843,394	PLUS	690,088
RACING:			
Thoroughbreds	2,110,039		
Trotting	153,090		
Totals	2,263,129	minus	780,010

SEATTLE

RACING:			
Thoroughbreds	1,273,461	PLUS	19,817
BASEBALL:			
Seattle Mariners	1,028,223	minus	99,934

AUDITED PAID CIRCULATION ABC

Daily Racing Form

NATIONAL TURF DAILIES

THE MOST POWERFUL ADVERTISING MEDIUM IN THE SPORTS MARKET—REACHING 69,000,000 ADULT RACING FANS

Consists of Four Newspapers—
Edited Especially For The Booming Racing Audience
Cream of the $150-Billion Leisure Time Industry
Direct National Coverage of the Racing Market
100 Major Tracks—Coast-to-Coast

DAILY RACING FORM—COVERING EASTERN MARKET
DAILY RACING FORM—COVERING MID-WESTERN MARKET
DAILY RACING FORM—COVERING WESTERN MARKET
DAILY RACING FORM—COVERING CANADIAN MARKET

PUBLISHED BY
DAILY RACING FORM, INC.

10 LAKE DRIVE (609) 448-9100 HIGHTSTOWN, N.J. 08520

LEO WALDMAN
Advertising Manager

COMPILED MARCH 1987

NOTE TO THE READER

This is a survey of attendance at the major organized sports in the United States. It does not include attendance figures for basketball played in high school gymnasiums, softball games, school hockey, etc. The object of this survey is to pinpoint for the advertiser and the agency the current spectator popularity of the major sports so that they can best spend their advertising sports dollar.

NATIONAL TURF DAILIES

Four Paper Combination—$2.25 Per Line

These Publications Can Be Puchased as a Group or Individually

Paper	Open Individual Rates	Circulation Saturdays	Circulation Mondays	Circulation Tuesdays To Fridays
EASTERN MARKET				
Daily Racing Form	.90	73,323	51,111	43,005
MID-WESTERN MARKET				
Daily Racing Form	.70	63,477	*31,050	31,050
WESTERN MARKET				
Daily Racing Form	.70	42,328	†34,979	27,927
CANADIAN MARKET				
Daily Racing Form	.55	9,358	†8,764	4,913
Total		188,486	125,904	106,895

These are net paid ABC circulation figures, three months ending June 30, 1986.
***No racing Mondays. This is Tuesday's circulation.**
†No racing Mondays and Tuesdays. This is Sunday's circulation.

RATES FOR NATIONAL TURF DAILIES

Open	$2.25 per line
5,000 lines	2.15 "
10,000 lines	2.05 "
15,000 lines	2.00 "
20,000 lines	1.92 "
25,000 lines	1.86 "
50,000 lines	1.65 "

SPECIAL CLASSIFICATION:

Turf Auctions, Breeders, Turf Publications, Handicap Products, etc	$3.45 per line
Race Tracks	$2.65 " "

COLOR AVAILABLE IN EASTERN AND MID-WESTERN MARKETS—

Reservations 10 days in advance—subject to availability.
Minimum space 420 lines or quarter page.
Use B/W line rate, plus following applicable costs:

B/W 3 c.	B/W 2 c.	B/W 1 c.
50%	30%	20%

Printing material 7 days in advance.

ALL CLASSIFICATIONS: 20% PREMIUM CHARGE FOR B&W BACK PAGE AND FRONT PAGE OF SECOND SECTION—AND 5% ADDITIONAL FOR ONE COLOR

NATIONAL TURF DAILIES

Why Are They

A Superior Advertising Medium?

★ They blanket the largest and most powerful buying sports market—69,310,835 fans—the best free-spending audience offered by any advertising medium.

★ No waste circulation—all readers are adults.

★ They are point-of-sale medium, particularly with cigarettes, cigars, beer and other alcoholic beverages, which are sold inside the tracks.

★ The only medium which can give you direct national coverage of the turf market—a market which has zoomed from a national attendance of 8,500,000 in 1940 to over 69,000,000 in 1986.

★ The most thoroughly-read daily newspapers in the country. Page-by-page readership is assured because every page carries necessary data relative to *that day's* events in the turf world.

★ Quality editorial material and circulation: You won't find these facts in Standard Rate & Data and they are not in any of the ABC reports, but the number of times you can make a reader return to his newspaper will determine the effectiveness of your advertising.

★ The daily single copy price is $2.00—many times the cost of any other daily publication. The mimimum yearly subscription price is $654.00. It is expensive to maintain an interest in racing, and therefore, each reader's spending power has to be far above average. They buy more because they have more.

★ National Turf Dailies have an ABC circulation of 188,486 (Saturdays) and a multiple readership of over 700,000—and remember, all adults. These papers are a "must" wherever racing fans congregate. They are referred to again and again by one person after another.

★ Racing's popularity is booming. In 1986 national attendance totaled 69,310,835, pari-mutuel wagering reached $10,131,707,297, and purse distribution reached an all-time record high, $907,704,963. It is good business to go along with a winning combination.

★ You can run change of copy or brand in each publication, thereby overcoming distribution problems, if any, and waste circulation—all under the money-saving combination rate.

OUR 1986 ADVERTISERS INCLUDED

Albert Einstein Medical Center
Alonso Studio
American Teletimer Corp.
Amicus Press
Backstretch Gallery
British Thoroughbred Racing Tours
CCS Publishing, Inc.
Cadillac Kennels
Calif. Thoroughbred Breeders Ass'n.
Canadian Livestock Insurance, Ltd.
Century 21 Real Estate
Classic Gallery of Sport
Coca-Cola Bottling Co.
Country Club Estates
Cynthia Publishing
DAC Publishing
Dutch Valley Mills
EQB, Inc.
Equine Preservation Society
Executive Jet Aviation
Fasig-Tipton Company
Fasig-Tipton Livestock Underwriters
First Jersey Securities
Florida Thoroughbred Breeders Ass'n.
Frost & Reed Ltd.
General Instrument Corp.
Grand Prix Marketing
H.B.P.A.
Harris Books
Harry M. Stevens, Inc.
Hotels
- Albany Hilton
- Americana Inn
- Arlington Place
- Bally's Park Place
- Berkeley Carteret
- Caesars Boardwalk Regency
- Caesars Palace
- Capri Motor Inn
- Cherry Hill Inn
- Circus Circus
- Condado Holiday Inn
- Diplomat Florida
- Garden Park Hotel
- Gideon Putnam Hotel
- Golden Nugget
- Harrah's Marina
- Holiday Inn, Miami
- Holiday Inn, Saratoga Springs
- Inn at Saratoga
- Lucayan Beach Resort
- Ramada Inn
- Ramada Renaissance
- Resorts International
- Riviera
- Sands
- Tinton Falls Hilton
- Tropicana
- Trump's Castle
- Trump Plaza
- Union Plaza

Illinois Dept. of Agriculture
International Thoroughbred Breeders
James B. Beam Distilling Co.
Japan Cup
John Ewing Company
Keeneland Association
Kriegner Travel Service
Kuriakos, Inc.
Laird's Apple Jack
Madison Square Garden
Mall Airways
Maryland Horse Breeders Ass'n.
Matchmaker Ltd.
Mather & Co.
New Jersey Dept. of Agriculture
N. J. Sports & Exposition Authority
New Jersey Transit
Newmarket Gallery
New York Racing Association
N. Y. State Breeding Fund
Off Track Betting Corp. (NYC)
Pacesetter Productions
Palermo Restaurant
Pegasos Press, Publishers
Pennsylvania Horse Breeders Ass'n.
Philip Morris Co.
Race Video Productions
Rhulen Insurance Agency
Sal Anthony's Restaurant
Seagram Distillers
Shadowbrook Restaurant
Simon & Schuster, Publishers
Smart Insurance Services
Stafford Publications, Inc.
St. John's University
Starpoint Publishing
Tattersalls
Teletrack
Texas Thoroughbred Breeders' Ass'n.
The Jockey Club
The Racing Scene Gallery
Transigraphic Editions, Ltd.
University of Arizona
Video Projects, Inc.
Viking Press
W. F. Young, Inc., Absorbine
Westcliff Publications
William Morrow, Publishers
Woodside Assoc., Publishers

C2825-1-U

1986 SURVEY ON SPORTS ATTENDANCE

'MOTHER, PLEASE...'

MAJOR TRACKS IN UNITED STATES AND CANADA
ALL COVERED BY NATIONAL TURF DAILIES

EAST

NEW YORK:
- Aqueduct
- Belmont Park
- Saratoga
- Finger Lakes
- Roosevelt Raceway
- Yonkers Raceway
- Monticello Raceway

NEW JERSEY:
- Atlantic City
- Garden State
- Monmouth Park
- Meadowlands
- Freehold Raceway

MARYLAND:
- Laurel
- Pimlico
- Timonium

PENNSYLVANIA:
- Erie Downs
- Penn National
- Philadelphia Park

DELAWARE:
- Delaware Park

MASSACHUSETTS:
- Suffolk Downs
- Northampton
- Marshfield

NEW HAMPSHIRE:
- Rockingham Park

WEST VIRGINIA:
- Charles Town
- Waterford Park

MID-WEST

ILLINOIS:
- Arlington Park
- Hawthorne
- Sportsman's Park
- Balmoral
- Fairmount Park

MICHIGAN:
- Detroit
- Mt. Pleasant Meadows

KENTUCKY:
- Churchill Downs
- Keeneland
- Ellis Park
- Turfway Park

NEBRASKA:
- Columbus
- Ak-Sar-Ben
- Fonner Park
- Lincoln
- Atokad Park

OHIO:
- Beulah Park
- River Downs
- Thistledown

OKLAHOMA:
- Blue Ribbon Downs
- Lincoln
- Will Rogers

ARKANSAS:
- Oaklawn Park

MINNESOTA:
- Canterbury Downs

SOUTH

ALABAMA:
- Birmingham Turf Club

FLORIDA:
- Hialeah
- Gulfstream Park
- Tampa Bay Downs
- Calder Race Course
- Classic Mile

LOUISIANA:
- Fair Grounds
- Jefferson Downs
- Evangeline Downs
- Louisiana Downs
- Delta Downs

WEST

CALIFORNIA:
- Bay Meadows
- Del Mar
- Hollywood Park
- Santa Anita
- Golden Gate
- Los Alamitos
- Stockton
- Pomona
- Pleasanton
- Sacramento
- Santa Rosa
- Fresno
- Solano
- Ferndale

OREGON:
- Portland Meadows
- Salem
- Grants Pass Downs

ARIZONA:
- Turf Paradise
- Prescott Downs

WASHINGTON:
- Playfair
- Longacres
- Yakima Meadows
- Sun Downs
- Harbor Park

MONTANA:
- Billings
- Great Falls

NEW MEXICO:
- Albuquerque
- La Mesa Park
- Ruidoso Downs
- San Juan Downs
- Sunland Park
- Santa Fe Downs

IDAHO:
- Les Bois Park

WYOMING:
- Wyoming Downs

CANADA

ONTARIO:
- Greenwood
- Woodbine
- Fort Erie